Permit #F00025031

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00025031 **Type of Permit:** FILMING **Release Date:** 02/25/2010

Production Company A WHITE LABEL PRODUCT

Insured Company Name A WHITE LABEL PRODUCT
Contact Phone No. 1 323-969-0555
Contact Phone No. 2
Fax 323-502-7007
Address 7317 ROMAINE ST
LOS ANGELES, California 90046

Production Title MIRACLE WHIP

Type of Production Commercial - Standard

Producer AMANDA CLARK

Director ARNIE AND KINSKI

1st AD TBD TBD

Production Manager STACEY ZEKANIS

FilmL.A. Coordinator Asia Robinson

Location Manager FLINT MALONEY
Primary Phone Mobile - 323-868-4040
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$104.00
LA COUNTY - ROAD USE FEE	$299.00
LA COUNTY ROAD APPLICATION FEE	$51.00

Total Permit Fee $1,234.00

Number of Locations 3

NOT A PERMIT

Permit #F00025031

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00025031
Production Company A WHITE LABEL PRODUCT
Insured Company A WHITE LABEL PRODUCT
Production Title MIRACLE WHIP

Location Manager FLINT MALONEY
Primary Phone Mobile - 323-868-4040
Secondary Phone

Location Address Mulholland Hwy, Cornell Rd - 1/4 Mile East of Kanan Dume Rd, Unincorporated Los Angeles County, CA 91301

Location Names

Location Type Road

Location Description

Film Dates 2/26/2010 - 2/26/2010 07:00 - 19:00

Open or Closed to the Public Open

Generic Conditions
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with pedestrian traffic
No steps from trailers, trucks or motorhomes may be facing road
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required

Please see attached document WHITE LABEL AA.pdf

Equipment on Location

Type	Quantity
Camera cars	1
Picture vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	10
Sheriff/CHP	2

Filming Activities Camera in car; Car-to-Car; Drive by; Drive ups & away; Driving shots; Exterior establishing shots; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs);

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Location Notes

Coordinator Note 0401-65/72, NO FSA REQUIRED

Parking

Base Camp
Location Type : Private Parking Lot
Street : PETER STRAUSS RANCH

Crew Parking
Location Type : Private Parking Lot
Street : PETER STRAUSS RANCH

NOT A PERMIT

Permit #F00025031

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00025031
Production Company A WHITE LABEL PRODUCT
Insured Company A WHITE LABEL PRODUCT
Production Title MIRACLE WHIP

Location Manager FLINT MALONEY
Primary Phone Mobile - 323-868-4040
Secondary Phone

Location Address 29983 Mulholland Hwy, Agoura Hills, CA, 91301

Location Names

Location Type Restaurant

Location Description

Film Dates 2/26/2010 - 2/26/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cube Trucks	2
Generator	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	4
Crew	65
LA County FSA assigned	1
Sheriff/CHP	2

Filming Activities Drive ups & away; Equipment on property; Exterior Dialogue; Exterior establishing shots; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs);

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Location Notes

Coordinator Note 0401-65/72, FSA REQUIRED

Parking

Base Camp
Location Type : Private Parking Lot
Street : PETER STRAUSS RANCH

Crew Parking
Location Type : Private Parking Lot
Street : PETER STRAUSS RANCH

NOT A PERMIT

Permit #F00025031

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00025031
Production Company A WHITE LABEL PRODUCT
Insured Company A WHITE LABEL PRODUCT
Production Title MIRACLE WHIP

Location Manager FLINT MALONEY
Primary Phone Mobile - 323-868-4040
Secondary Phone

Location Address LAKE VISTA DR, MULHOLLAND HWY - CORNELL RD , LOS ANGELES, CA 90265

Location Names

Location Type Road

Location Description

Film Dates 2/26/2010 - 2/26/2010 07:00 - 19:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with pedestrian traffic
No steps from trailers, trucks or motorhomes may be facing road
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required

Equipment on Location

Type	Quantity
Camera cars	1
Picture vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	10
Sheriff/CHP	2

Filming Activities Car-to-Car; Driving shots; Exterior establishing shots; Handheld equipment; Intermittent traffic control - 2 minutes standard; Camera car drives east on Lake Vista Dr from Mulholland Hwy, against flow with ITC, for 1 mile. ;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Location Notes

Coordinator Note 0401-65/72, NO FSA REQUIRED

Parking

Base Camp
Location Type : Private Parking Lot
Street : PETER STRAUSS RANCH

Crew Parking
Location Type : Private Parking Lot
Street : PETER STRAUSS RANCH

NOT A PERMIT

Permit #F00025031

TIM BALLOU.

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of A WHITE LABEL PRODUCT ("Principal") and am
Name of "Principal" / Production Company
authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 7/24/08

By _____
Representative's Signature

SIGN HERE

A WHITE LABEL PRODUCT
Name of "Principal" (Production Company)

7317 Romaine St
Principal's Address

MARINA GRANA
Print Princpal Representative's Name

LA CA 90068
City, State, Zip Code

UPM
Representative's Title (i.e. UPM, Loc Mgr)

213 610 0868
Principal's Telephone Number

NOT A PERMIT